CONENTS

UNIT-1

- 1 Introduction: Meaning, nature, Concepts, advantages and Limitation
- 2. Reasons for transacting online and categories of e-commerce
- 3. Supply Chain Management
- 4. Customer Relations Management

UNIT-2

- 5. Planning of Online business
- 6. Nature and Dynamics of the Internet
- 7. Pure online vs. Brick and Click Business
- 8. Assessing Requirement for an Online Business Designing and Developing and Deploying the System
- 9. One to One Enterprise

UNIT-3

- 10. Internet
- 11. IT Infrastructure
- 12. Middleware contents: Text and Integrating E-business Applications

UNIT-4

- 13. Online-payment Mechanism
- 14. Electronic Payment Systems
- 15. Payment Gateways
- 16. Visitors to Website & Tools for Promoting Websites

17. Plastic Money: Debit Card, Credit Card

UNIT-5

- 18. E-commerce Applications in Manufacturing
- 19. E-commerce Applications in Wholesaling
- 20. E-commerce Applications in Retailing
- 21. E-commerce Applications in Service Sector

UNIT-6

- 22. Threats in E-Commerce
- 23. Security of Clients and Service-Provider
- 24. Cyber Law Information Technology Act 2000: An Overview of Major Provisions